

## GlobalLink® Adobe Experience Manager Adaptor

Built atop Adobe's industry-leading CRX content repository, Adobe Experience Manager (AEM) provides a complete suite of applications designed to enable corporations to increase their ROI on marketing and data management investments. Using this technology, interactive marketers are able to more effectively engage customers and prospects in order to increase competitive advantage and drive revenue.

Translations.com's GlobalLink Project Director integrates with Adobe Experience Manager, providing users with a powerful solution to initiate, automate, control, track, and complete all facets of the translation process. The unique combination of the robust AEM functionality and the extended localization workflow capabilities of Project Director gives Adobe customers a comprehensive platform to manage enterprise content for markets around the globe.

## ADOBE EXPERIENCE MANAGER ADAPTOR AT A GLANCE

### Seamless Integration

Business users can initiate translation workflows through GlobalLink without having to leave the AEM user interface. Content can also be automatically routed for translation via workflow integration.

### Process Flexibility

GlobalLink Project Director integrates directly with AEM workflows via web services, allowing content to automatically pass from source-language development to translation providers using customizable business rules. Content can be routed from source-language repository locations into a translation workflow, and then automatically returned to a designated target language repository with no manual effort on the client side.

### Translation Memory Integration

The integration of GlobalLink Project Director with GlobalLink TM Server enables AEM users to realize the benefits of translation memory (TM) on all of their projects. Translation memory is a tool that stores previously translated content, allowing clients to reuse content where appropriate. This integration provides AEM users with maximum cost savings and flexibility, since source-language content is automatically routed out into a translation workflow and pre-processed against a server-based TM, which pre-populates projects with 100% match content before the project is submitted for localization. AEM users can also request multiple estimates, receive instant price quotes, and have complete visibility into translation memory leveraging statistics via the GlobalLink Project Director dashboard.

### Effortless Deployment

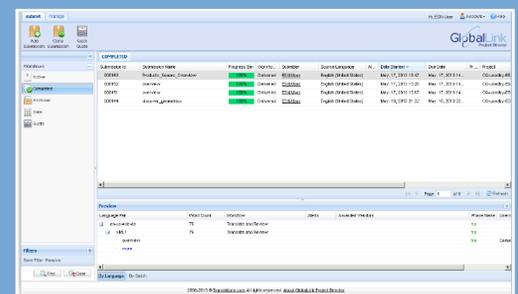
The integration of GlobalLink Project Director with AEM has a minimal impact on your IT environment and staff. No dedicated hardware or IT personnel are required, and Translations.com will provide world-class technical support and installation services to meet all your global needs.

### Rapid Return on Investment

GlobalLink Project Director provides immediate relief to IT departments and business users overburdened by the complex demands of supporting manual initiation and control of multilingual content workflows. The integrated solution also provides better visibility into the localization process for budgetary analysis.

## CONTENT CONTROL

Integration between Adobe Experience Manager and GlobalLink Project Director offers users the ability to easily select and route content for translation. Content can be selected manually or via automated workflow integration. And since GlobalLink Project Director is vendor-neutral, AEM users can work with any combination of internal or external translation resources—all coordinated through a centralized application that offers advanced project tracking and reporting.



Key Features	Benefits
Adobe Experience Manager Integration	<ul style="list-style-type: none"> <li>Seamless integration with AEM workflows via web services</li> <li>Browse and select content manually in the AEM user interface</li> <li>Automatically initiate translation projects through AEM workflows</li> <li>Export content from AEM with no manual conversion or IT dependencies</li> <li>Translated content automatically imported back into source language repositories within AEM environment</li> <li>Automated email notifications from GlobalLink Project Director to AEM users regarding project milestones or status changes</li> <li>Easily create custom processes for different file formats</li> <li>Build business user or vendor-specific workflows</li> </ul>
Translation Memory Integration	<ul style="list-style-type: none"> <li>Pre-process content against translation memory</li> <li>Automatically populate files with 100% match content</li> <li>Create .TXML, .XLIFF, and .TTX formats</li> <li>Reduce translation costs and turnaround time</li> <li>Maximize content consistency</li> </ul>
Vendor Management	<ul style="list-style-type: none"> <li>Support a multi-vendor approach for localization</li> <li>Store rate and turnaround time metrics</li> <li>Create workflows for internal resources</li> </ul>
Project Tracking	<ul style="list-style-type: none"> <li>Real-time status updates on all projects</li> <li>View delivery schedules and track performance</li> </ul>
Automated File Parsing	<ul style="list-style-type: none"> <li>Automatically extract content from virtually any file format</li> <li>Prepare content segments for translation with no manual effort</li> </ul>
Advanced Reporting	<ul style="list-style-type: none"> <li>Track spend and TM leveraging statistics</li> <li>Configure reports by user, organization, or vendor</li> </ul>

## The GlobalLink Product Suite

### An Enterprise Platform for Managing Multilingual Content

GlobalLink is a modular suite of technology products that provides enterprise-wide solutions for organizations that must communicate globally.

For today's multinational organizations, providing in-language business information for stakeholders around the world is no longer optional; it is a prerequisite for success. With companies generating more content than ever before, it is apparent that the ability to relay information across languages in a cost- and time-efficient manner has evolved into an essential business function.

GlobalLink drastically reduces the time, effort, and money required not only in the translation process itself, but also in each area of workflow surrounding the management of multilingual content. Each product in the suite can function either independently or as part of an integrated system to drive maximum efficiency:

- GlobalLink Project Director
- GlobalLink TM Server
- GlobalLink Translation & Review Portal
- GlobalLink Content Director
- GlobalLink Term Manager
- GlobalLink TransStudio
- GlobalLink Portal
- GlobalLink OneLink